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(54) Title: COSMETIC OR PERSONAL CARE COMPOSITION

(57) Abstract: Cosmetic or personal care compositions comprise: gelled particles, wherein the gelled particles comprise water and at least 80 % by volume of the particles have an aspect ratio of at least 2 and a maximum width of 100 µm; and at least one cosmetically acceptable material selected from surfactants, hair conditioning agents, perfumes or fragrances and hair styling polymers. The compositions may be hair treatment compositions and the gelled particles can be employed to deliver hair benefit agents and to impart desirable textural properties to the compositions.